

Qliro Group has changed its name to Nelly Group to reflect its current business

Press release, Stockholm, 6 November 2020

Qliro Group has distributed CDON AB and Qliro AB to its shareholders. The group's only subsidiary is the fashion company Nelly. To reflect its current business, Qliro Group AB (publ) has changed its name to Nelly Group AB (publ). Today, Kristina Lukes took on her position as CEO of Nelly Group.

- Today begins a new phase for the group with a focus on Nelly. Nelly is one of the Nordic region's strongest brands in fashion for young women. Our brand encourages young women to celebrate that they are fabulous and to express themselves with fashion. Nelly.com is a fashion destination with 119 million visits per year, 1.3 million followers on social media and 2.1 million customers in the Nordic region. We look forward to the journey as an independent listed company. This will contribute to our visibility and strengthen us to further develop Nelly, says Kristina Lukes, CEO of Nelly Group.

Financial information and information on corporate governance can be found at www.nellygroup.com.

For more information

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About Nelly Group

Nelly is one of the Nordic region's strongest fashion brands for young women. The core is the own brand in combination with digital sales directly to our target group. Nelly has created a strong commitment through a distinct sense for fashion and digital marketing. The company has 2.1 million customers and sales of SEK 1.4 billion per year. Nelly Group was previously called Qliro Group. Nelly Group is listed on Nasdaq Stockholm in the mid-cap segment with the short name "NELLY".